



Southern California Association of Governments

Human Resources

818 West 7th Street, 12th Floor, Los Angeles, California 90017 • (213) 236-1910 • www.scag.ca.gov

MANAGER OF MEDIA AND PUBLIC AFFAIRS #348

Salary Range: \$95,471 – \$124,112 annually

Typical Hiring Range: \$95,471 - \$109,791 annually

Open Until Filled – First Review of Applications: Monday, June 2, 2008

ABOUT SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

Forty years ago, cities and counties in the six-county Southern California region joined together to form the Southern California Association of Governments (SCAG) for the purpose of fulfilling federal intergovernmental planning mandates, including managing a “continuing, cooperation and comprehensive” regional transportation planning process. The six-county SCAG region includes Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties, and 187 cities covering 38,000 square miles. While the geographical boundaries of the region have remained the same, the social and institutional landscapes have changed substantially. Fueling these dramatic regional changes has been an almost doubling of the population from 8.4 million to over 15 million people since SCAG’s formation.

Today, the region has grown to include five county transportation commissions, five regional air quality management districts, sub-regional councils of governments, many new cities, and several more transit operators. In addition to the six counties, 161 of the 187 cities in the region are member agencies of SCAG. SCAG represents the 10th largest world economy and is the largest regional planning agency in the nation. As a result, the state and federal governments over the years have expanded SCAG’s original mission by assigning additional regional policy setting responsibilities in the areas of transportation, air quality, housing, water quality, and solid waste disposal planning, among others.

Decision-making occurs through SCAG’s Regional Council, a governing body composed of 76 city and county elected officials and transportation commissioners. The agency also works in close partnership with its federal and state funding partners, Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, California Department of Transportation, as well as with fourteen sub-regional Councils of Governments (COGs) that represent SCAG’s member cities and counties.

SCAG is known to be a “window on the world” due to their responsibilities for planning for regional aviation, traffic congestion and air quality, population growth, housing and the movement of goods in the largest regional planning area in the nation. Please visit our website at www.scag.ca.gov for more information.

THE LOCATION

SCAG headquarters is located in bustling downtown Los Angeles in the former, beautifully refurbished, Barker Brothers Furniture Building and offers a year-round Mediterranean climate. The area is known for its cultural venues, sports centers, garment and jewelry district, high-rise buildings, shopping, tourist attractions, fine restaurants, zoos, and museums. There are also four architecturally and musically acclaimed theater complexes. Los Angeles is the home to such professional sports organizations as the L.A. Lakers, Dodgers,

Clippers, Sparks, and the Kings. L.A. is easily accessible by Metrolink train, underground Metro, and bus.

THE DEPARTMENT

The department consists of two divisions: Media & Public Affairs and Regional Services. These divisions are responsible for media relations, public information, event coordination, graphics support, and membership support through regional offices. The Department Director is also currently managing the Legislative Affairs unit.

THE POSITION

This new position is a division manager responsible for developing, directing, and implementing SCAG’s media relations, public relations, and communications programs. There are currently six employees assigned to the division.

DESCRIPTION OF DUTIES

- Develops SCAG’s strategic communication policy; advises management of the potential public relations effect of proposed actions and best means for communicating SCAG priorities.
- Manages all of SCAG’s media relations activities and strategies to maximize the media exposure for major planning, policy and legislative initiatives and priorities; serves as SCAG’s initial point of contact for news media and the general public; responds to requests from the media.
- Develops and maintains media contacts to ensure SCAG programs and initiatives reach an appropriate and diverse audience.
- Works with the Membership and Communications Subcommittee and individual Regional Council members to identify specific issues, initiatives and activities that should receive news media attention.
- Researches, develops, writes, and coordinates media campaign for events, programs and initiatives; oversees and develops press releases;
- Provides training to Regional Council members to serve as agency spokespersons; pursues television interviews for Regional Council members on Southern California public affairs shows.
- Oversees and coordinates media events for workshops, plan presentations, and conferences.
- Responds to public relations needs of various SCAG departments.
- Plans, directs, supervises, coordinates, and reviews the work plan for the division; meets with staff to identify and resolve problems; assign work activities, projects, and programs; monitor work flow; reviews and evaluates work products, methods, and procedures.
- Manages the production of public relations materials such as exhibits, videos, and slide presentations; oversees website design and content.

- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the department; recommends and administers policies and procedures.
- May develop contract scopes of work, budgets, and performance/product schedules for consultants.

IDEAL CANDIDATE TRAITS

- An experienced professional with established media contacts throughout the SCAG region.
- This manager should be able to work collaboratively with SCAG partners, elected officials and community interest groups.
- Experience and knowledge of regional transportation and housing issues.
- Background in print or electronic media.
- Excellent writing and presentation skills

Education and Experience Requirements:

A Bachelor's degree in communications, public relations, journalism, public administration, or a related discipline is required. A Master's degree is preferred.

Equivalent to eight years of responsible communications and public relations experience working with elected officials including two years of management, and supervisory or team leader experience is required.

Ability to travel to different sites and locations; possession of, or ability to obtain, an appropriate, valid driver's license.

Knowledge of: Public relations, media advocacy and community affairs; organizational and management practices as applied to analysis, evaluation, budget preparation/administration principles and practices; operational characteristics, services, and activities of a public information program; organizational and management practices as applied to the analysis and evaluation of public relations programs, policies, and operational needs; principles of supervision and training; community political organizing techniques; trends in transportation, housing and environmental issues; state and federal legislative processes and procedures; research and reporting methods.

Skill to: Operate modern office equipment including computer equipment and software; operate a motor vehicle safely.

Ability to: Speak, write and communicate effectively; prepare and present clear and concise presentations; provide administrative and professional leadership and direction for the division; manage, direct, and coordinate the work of professional, technical, and administrative personnel; identify and respond to community and Regional Council issues, concerns, and needs; analyze problems; identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals; research, analyze, and evaluate new service delivery methods, procedures, and techniques; prepare and administer budgets; prepare clear and concise administrative and financial reports; interpret and apply the policies and procedures.

APPLICATION AND SELECTION PROCEDURE

Applicants **should submit a completed SCAG application** to:

Southern California Association of Governments

Attn: Human Resources Office

818 West 7th Street, 12th Floor, Los Angeles, CA 90017
(213) 236-1931 (213) 630-1493 fax

www.scag.ca.gov

Applications will be accepted on a continuous basis until SCAG's needs are met. This recruitment may close at any time without prior notice.

All completed application materials will be reviewed. A limited number of the most qualified candidates will be selected to participate in the selection process based on the application, resume, and other written information submitted which clearly demonstrates the relevant breadth and depth of applicable training, experience, and education for the position. Selection process may include a written problem, oral presentation, panel interview, and/or other testing as deemed appropriate. All applicants who meet the minimum qualifications are not guaranteed advancement through subsequent phases of the examination process.

EMPLOYMENT INFORMATION

- Before employment, applicants will be required to provide documentation that verifies their proof of eligibility to work in the United States.
- Reference checking will be done prior to hire. A thorough background check including a review of criminal history, DMV report, and financial history may be conducted for certain classifications.
- Pre-employment medical and drug screening may be required prior to hire.
- Supervisor, manager and director positions are employed through an annual contract.

EMPLOYEE PROGRAMS AND BENEFITS

- **Insurance Coverage:** Employees participate in a cafeteria plan in which they may choose from three HMO and three PPO CalPERS health plans, two dental plans and a vision plan. SCAG contributes \$800 per month towards insurance premiums with the cost difference paid out in cash. Life insurance, in the amount of \$150,000 is provided by SCAG. Short term and long term disability insurance plans are provided by SCAG.
- **Retirement:** Employees become members of the Public Employees' Retirement System (PERS) 2% @ 55 plan. SCAG pays the employee's 7% contribution. ICMA and MetLife 457 deferred compensation plans are available and SCAG provides a match of 3% of yearly salary up to \$3,500 per year. Employees do not pay Social Security.
- **Holidays:** A total of 13 paid holidays – 9 designated and 4 floating – are provided annually.
- **Vacation:** Ten to twenty days per year.
- **Sick Leave:** Employees accrue sick leave at the rate of one day per month.
- **Health, Dependent Care, & Parking Reimbursement Account:** A tax-exempt savings plan is offered to pay eligible expenses associated with health, dependent care, & parking.
- **Rideshare/Transportation Incentive Program:** SCAG pays up to \$155 per month towards bus, vanpool, or Metrolink pass or up to \$35 per month for ridesharing. To receive this benefit, employees must utilize one of the listed options at least 13 days per month.
- **Flexible Time/Modified Work Week:** Some employees may work a modified 9-80 work schedule, with every other Friday off. SCAG offers a flexible work schedule to allow employees some flexibility on daily work hours.
- **Other Benefits:** SCAG offers credit union membership in the E-Central Credit Union. Employees may have their paychecks automatically deposited. A tuition reimbursement program is offered to employees.

EQUAL EMPLOYMENT OPPORTUNITY

SCAG is an equal employment opportunity employer. All personnel policies and programs are administered without regards to race, color, religion, political belief, age, national origin, sex, disability, cultural background, or sexual orientation. If you require assistance to participate in this recruitment, please call the Human Resources Office at (213) 236-1931.